



Client Enrichment Series

Welcome to today's presentation on:

*Category Management and the
Acquisition Gateway*

the presentation will start at 2pm Eastern

Note: Phones are automatically muted during the presentation. You have the ability to send questions to your fellow attendees and our presentation team via your Chat pane. Our team will answer as many of the questions as possible throughout and at the end of the presentation. All questions will be captured, and answers sent to all participants prior to the next presentation.



Client Enrichment Series

Category Management and the Acquisition Gateway

Hosted by: James Fotopoulos

Regional Account Manager, Client Solutions
Portfolio Management Division
GSA Public Buildings Service Region 6



Presented by: Andrea Azarcon-Heller

Director, Stakeholder Management Division
Office of Strategy Management
GSA Federal Acquisition Service



Agenda

- Category Management
 - What it is
 - How it's structured
- Acquisition Gateway
 - Benefits
 - Demo
- Additional Questions

www.gsa.gov/ces

ClientEnrichmentSeries@gsa.gov

Category Management Overview

Category Management Approach

Category management is a purchasing approach that the Federal Government is applying to buy smarter and more like a single enterprise.

It involves:

- Identifying core categories of products and services, and managing them accordingly
- Cultivating and maximizing expertise to inform and enhance a customer's buying experience
- Developing purchasing strategies so that customers find the best value for the items they need

Category management enables us to eliminate redundancies, increase efficiency, and deliver more value and savings from the government's acquisition programs.

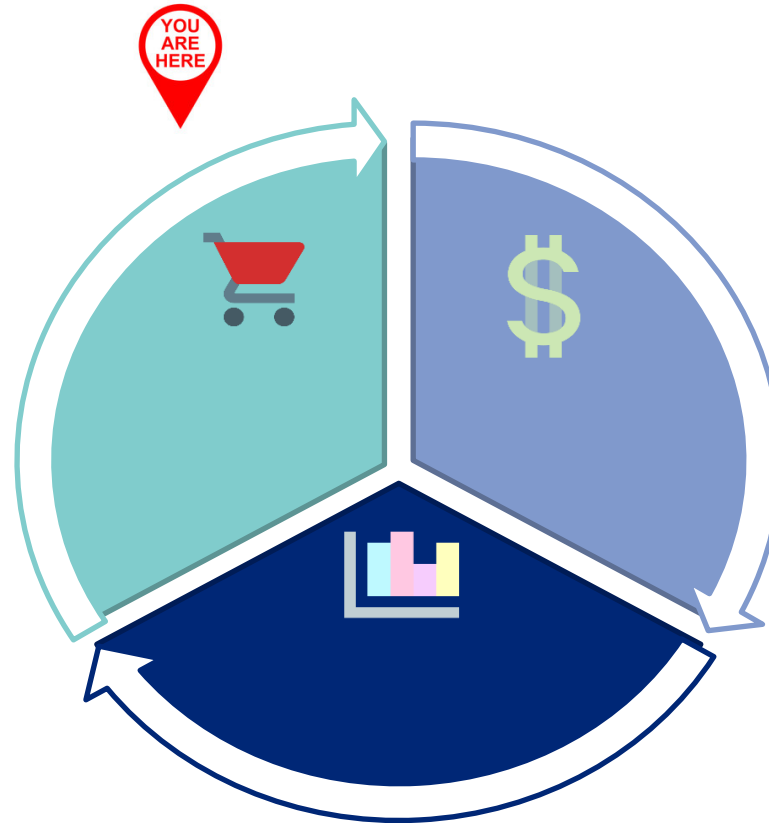


Category Management Overview

Category Management Operating Model

Develop Category Strategy

- Build Category Teams
- Analyze Agency Needs
- Review Current Spending
- Analyze Market for Goods



Influence Category Outcomes

- Manage Suppliers
- Incentivize Demand
- Control Costs
- Lower Operational Expenditure

Continuous Improvement

- Benchmarking
- Performance Tracking
- Adjustments to Category Strategy

Acquisition Gateway Overview

The Acquisition Gateway provides acquisition professionals with the tools and digital services to make acquisition **great**.

The Gateway envisions driving smarter acquisition by simplifying, accelerating, and improving how the federal government selects and buys products and services.

The Gateway enables good category management that supports the federal acquisition community through every step of the acquisition lifecycle.

CAP
Acquisition
 Gateway
learn.connect.act.

Category Management Success

Realizing the Category Management Vision



**Improved
partnerships
and
communication
between
agencies and
suppliers**



**Significant
reduction in
contract
duplication**



**Set category
specific strategies
for all government-
wide categories**



**Baselined
metrics and
set targets
exist for each
specific
category**



**Acquisition
Gateway is the
government
acquisition hub**



We want to be the
government **acquisition** workspace.

Acquisition Gateway Overview

Acquisition Gateway Features

What's in it for me (WIIFM)?

- A focused place just for acquisitions
- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals
- A place to organize and save your acquisition

- **Hallways** - Contain information and tools specific to each category management category or sub-category



- **Project Center** - A personal location in the Gateway where users can save statements of work, community posts, and other information relevant to their acquisitions



- **Solutions Finder** - Search tool to allow federal buyers to locate “best-fit” contract vehicles across federal agencies



- **“My Community”** - A series of forums on specific acquisition topics, allowing users to ask questions of experts and participate in discussions with cross-agency peers



- **Statement of Work Library** - Users can share statements of work in a centralized location and have the ability to “upvote” their favorites



Access the Acquisition Gateway

1

Go to

<https://hallways.cap.gsa.gov>

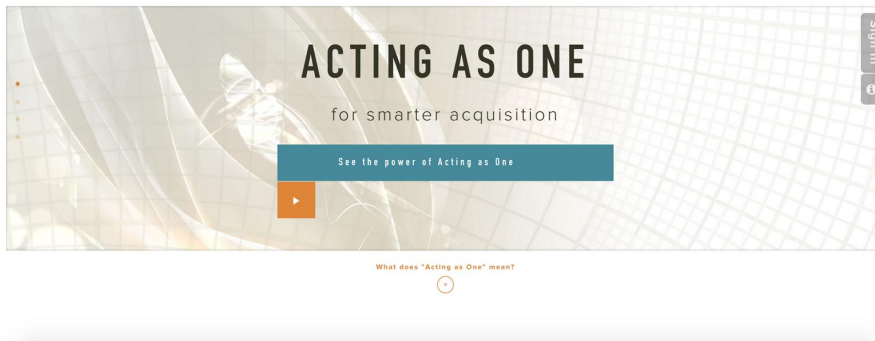
2

Click the **Federal Employees Sign-in** button

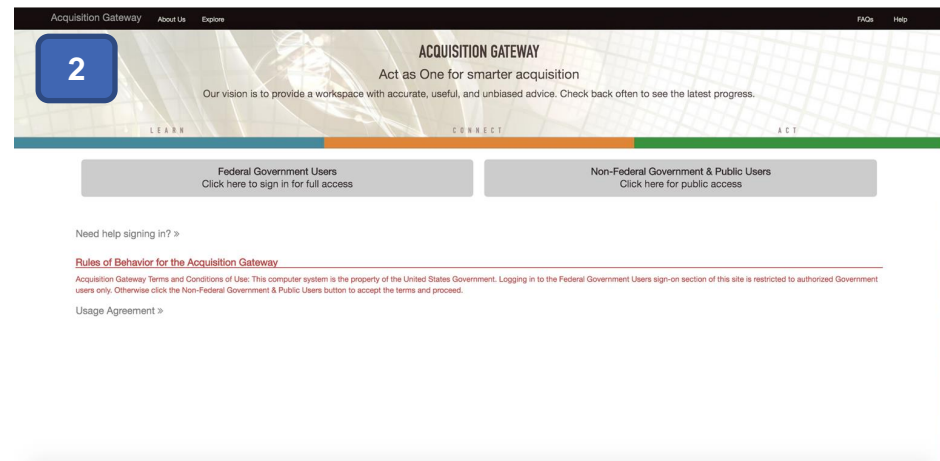
3

Enter your PIN when prompted

1



2



Acquisition Gateway



Acquisition Gateway Demonstration

A Case Study: Janet C Officer

What's in it for me (WIIFM)?

- A place to organize and save your acquisition
- A place for market research, pricing information, and requirements development
- A place to connect with other acquisition professionals



Profile:

- Project Manager at the NPS
- Experienced with requirements development and construction management

Challenge:

- Has always been frustrated by furniture component and negative impact on overall project completion schedule
- Due to shrinking in house expertise, needs a way to get up to speed quickly on furniture package options

A Case Study: Michael Smith

What's in it for me (WIIFM)?

- A hallway of articles, solutions, links, and tools just for that category
- A place for market research, pricing information, and requirements development
- A growing searchable archive of examples
- A place to connect with other acquisition professionals



Profile:

- Associate Director of Field Services
- Occupancy Agreement Signer
- Space is currently in a lease facility
- Is in a time crunch due to the impending RWA deadline

Challenge:

- Needs to secure the reception/interview area
- Securing of the area will need multiple items and services such as:
 - Transaction window, five-button cipher lock and speaking portal providing separation between front-end interviewing and the office
 - Needs help developing a cost estimate, SOW, design and resources needed to locate equipment and fixtures for the project



New Features

Coming Soon

- Research and implement first phase of ‘tagging’ to offer the start of a Gateway search capability (similar to Netflix content tagging)
- Connecting users through expanded user profiles and the ability to @mention other users
- Updates to the homepage to make finding resources / information easier
- Increased team collaboration through shareable ‘team’ projects in Project Center



Resources

Acquisition Gateway

There are many opportunities to get involved!

- Sign up for an OMB Max account and login to [Acquisition Gateway](#), share it with your co-workers.
- Contribute your best practices, templates and expertise
- Participate in the growing community on the Acquisition Gateway
- Join us for usability testing to help drive new features
(Email kelly.robinson@gsa.gov directly, we welcome your feedback!)

Acquisition Gateway Ambassadors Network

The Acquisition Gateway Ambassador Network is a Change Agent Network developed to expedite the government's transition to category management. Change agents will support transformation at their agencies. For more information and to join, please contact Tanika Jenkins (tanika.jenkins@gsa.gov) or Craig Chavez (craig.chavez@gsa.gov)



Value:

Gateway Ambassadors build and sustain the momentum of change efforts by disseminating messaging, providing feedback on change activities, and reducing stakeholder fears and resistance to the change.



Time Commitment:

One single hour-long meeting per month
2-4 hours of direct assistance with communication development and delivery, research, and feedback collection.

Gateway Ambassadors' Primary Functions

- Disseminating messages through local communication channels
- Sharing feedback with FAS to enhance and improve both category management change management efforts and Acquisition Gateway adoption efforts
- Addressing the concerns of their local workforce

Ideal Gateway Ambassador Characteristics

- Respected and admired among peers
- Relatable and regarded as confidants
- Willing to donate time and resources to the category management initiative
- Typically middle-management and below, as this fosters trust from the workforce
- Representatives from across the organization

Contact Information

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Usability Testing	Emily Gartland	emily.gartland@gsa.gov

Questions?



Thank you for joining us today for a discussion on Category Management and the Acquisition Gateway

See you in October for the start of a new
Client Enrichment Series 2017 program!

GSA Public Buildings Service

www.gsa.gov/ces

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GSA Public Buildings Service

Appendix



Category Management Overview

Why Implement Category Management?

Currently the purchasing landscape is ad hoc. Many agencies make independent purchases that frequently lack strategy or coordination. This landscape is characterized by costly redundancies in contract vehicles, buys, and efforts.



Current State of Purchasing:

- Lack of coordination across agencies
- Duplicated efforts
- Many agencies; no leveraged buying power



Future State of Purchasing:

- Better procurement coordination across government
- Industry involvement in developing category strategies
- Core competencies leveraged to match customer needs
- One common management framework

Category Management Overview

Category Management Goals

Category management seeks to achieve the following goals around cost savings, knowledge sharing, relationship-building, and efficiency:



Increase Cost Savings

- Increase spend under management
- Achieve volume savings
- Achieve administrative savings



Foster Knowledge Sharing

- Share best practices
- Grow and share expertise



Promote Efficiency

- Reduce contract duplication
- Enhance transparency
- Create better contract vehicles
- Manage data collection and analysis
- Enable better decisions



Improve Relationships

- Maximize purchasing agency relationships
- Leverage supplier relationships
- Optimize buying channels
- Manage the solution landscape

Acquisition Gateway - Welcome



ACTING AS ONE

for smarter acquisition

See the power of Acting as One



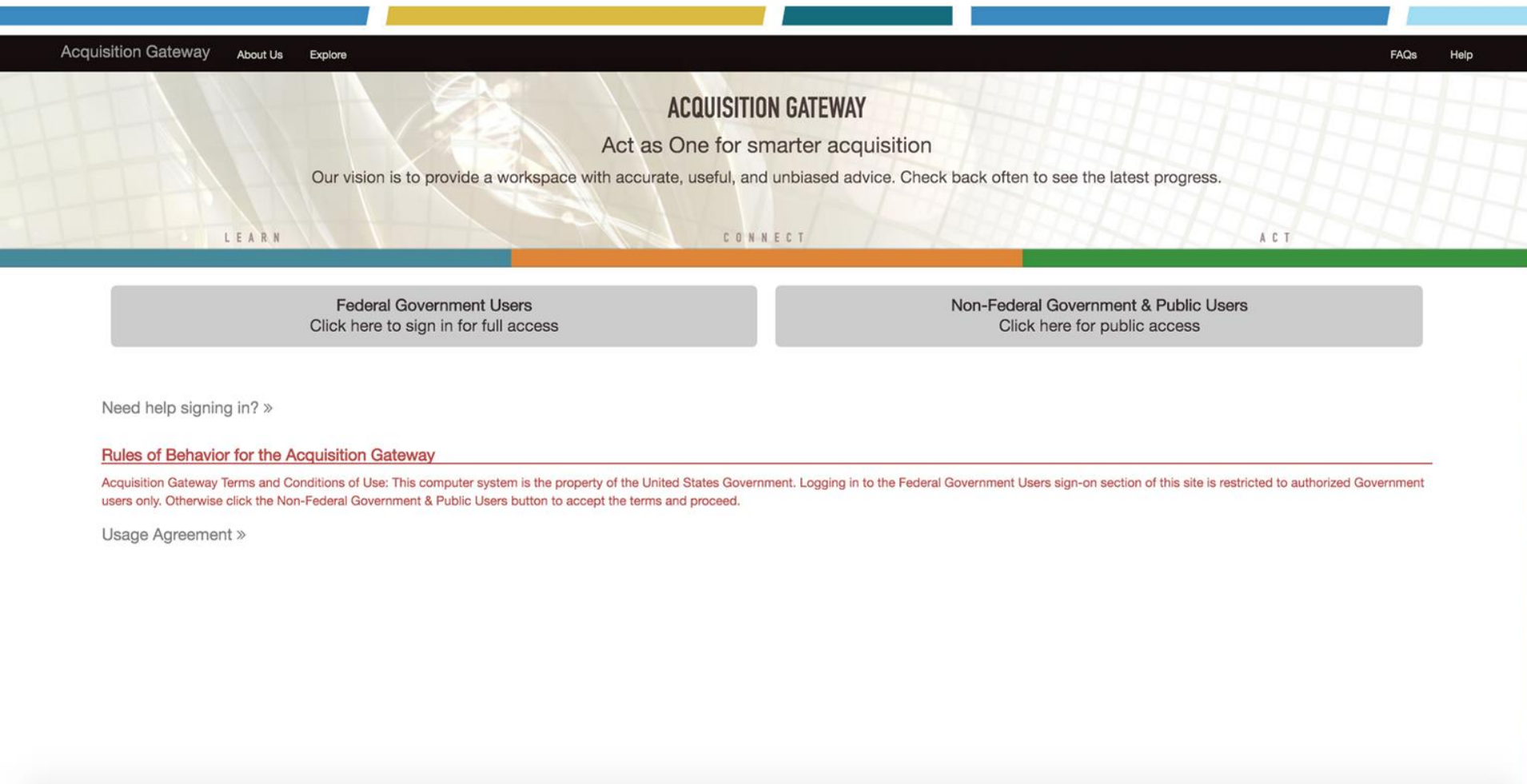
What does "Acting as One" mean?



Sign In



Acquisition Gateway - Sign-in

The image shows the Acquisition Gateway sign-in page. At the top, there is a navigation bar with 'Acquisition Gateway', 'About Us', and 'Explore' on the left, and 'FAQs' and 'Help' on the right. Below this is a large banner with a grid background and a central graphic of a globe. The banner text reads 'ACQUISITION GATEWAY' and 'Act as One for smarter acquisition'. Below this, it says 'Our vision is to provide a workspace with accurate, useful, and unbiased advice. Check back often to see the latest progress.' There are three sections: 'LEARN', 'CONNECT', and 'ACT'. Below these are two large buttons: 'Federal Government Users' and 'Non-Federal Government & Public Users'. At the bottom, there is a link for 'Need help signing in? »', a section for 'Rules of Behavior for the Acquisition Gateway' with a disclaimer, and a link for 'Usage Agreement »'.

Acquisition Gateway About Us Explore

FAQs Help

ACQUISITION GATEWAY

Act as One for smarter acquisition

Our vision is to provide a workspace with accurate, useful, and unbiased advice. Check back often to see the latest progress.

LEARN CONNECT ACT

Federal Government Users
Click here to sign in for full access

Non-Federal Government & Public Users
Click here for public access

Need help signing in? »

Rules of Behavior for the Acquisition Gateway

Acquisition Gateway Terms and Conditions of Use: This computer system is the property of the United States Government. Logging in to the Federal Government Users sign-on section of this site is restricted to authorized Government users only. Otherwise click the Non-Federal Government & Public Users button to accept the terms and proceed.

Usage Agreement »

Acquisition Gateway - Hallway

Acquisition Gateway

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HALLWAYS

IT Services

ARTICLE INDEX

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[Saving Money by Including Electronic Product Management in Your IT Services Contracts](#)

[Best Practices for Effective Cloud Computing Services](#)

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[What is Agile Development?](#)

RESOURCES

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Hallway (noun hall-way \ˈhɒl- wə\): category-specific information resource.
This hallway includes IT outsourcing, IT consulting services, and IT cloud - platforms & broker.

MEET THE CATEGORY TEAM



deirdre.white@gsa.gov

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daniel.twomey@gsa.gov

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SOLUTIONS FINDER

My Agency

GSA

Category

IT

Subcategory

IT Outsourcing

[View](#)

24 Solutions available [Reset](#)

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[BEST PRACTICES FOR EFFECTIVE CLOUD COMPUTING SERVI ...](#)

NEW

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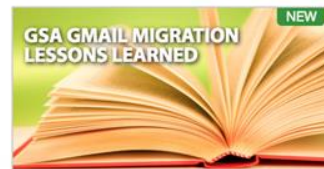
NEW

[WHAT IS AGILE DEVELOPMENT?](#)



[GSA GMAIL MIGRATION LESSONS LEARNED](#)

NEW



COMMUNITY

[Data Center Optimization Initiative - What it Means to You](#)
IT Services
Dana Arnold, Thursday, April 21, 2016 - 13:04

[Seeking Best Practices for FITARA-related IT Consulting and IT Outsourcing](#)
IT Services
Dan Twomey, Monday, March 07, 2016 - 14:12

[Cloud Service](#)
IT Services
Craig Chavez, Tuesday, March 01, 2016 - 19:41

EVENTS

[The New GSA Schedules Webinar Training is Here!](#)
Wednesday, December 30, 2015 - Thursday, September 29, 2016
11:00 PM - 6:00 PM - [more](#)

[ARMY CHESSE Online training and tutorials](#)
Thursday, December 31, 2015 - Thursday, June 30, 2016
11:00 PM - 11:00 PM - [more](#)

[The New Southwest Supply Acquisition Center Webinars are Coming Soon!](#)
Tuesdav. March 15, 2016 - Tuesdav. October 11, 2016

NEWS

[GSA Areawide Public Utility Contracts](#)
GSA establishes long-term (10 year) government-wide contracts with r...
[Facilities and Construction Category Utilities Sub-Team Meeting March 23, 2016](#)
Utilities Sub-Team Meeting March 23, 2016

[GSA Computers for Learning Guide](#)
This article discusses how the Computers For Learning program works...
[Cyber Resilience Review & Cybersecurity Evaluation Tool](#)
A tool that provides users with a systematic and repeatable approach t...
[FPKIMA White Paper: Website SHA-1 Certificate Deprec](#)

Acquisition Gateway - Solutions Finder

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SOLUTIONS FINDER

Keyword Search

Applied Filters

GSA

My Agency

Program Type

FSSI (11)

Solution Type

BPA (20)

ELA (3)

GWAC (11)

IDIQ (53)

MAC (4)

MAS (40)

MS (10)

NSN (2)

SSO (24)

Tender (3)

Category

Facilities and Construction (12)

Human Capital (15)

Industrial Products (11)

IT (58)

Medical (16)

Office Management (24)

Professional Services (31)

Security and Protection

Showing 147 results of 213 [Reset](#) [Share](#)

« 1 2 3 4 5 6 » 25 50 100



CHESS: Computer Hardware Enterprise Software & Solutions

Managed By: Army

IDIQ

The Primary Source to support the Warfighter's information dominance objectives by developing, implementing and managing commercial Information Technology contracts that provide enterprise-wide net-centric hardware, software and support ...

Fee:

None

Availability:

All DoD and Civilian Agencies

(Note: Availability may be dependant on the terms and conditions of the specific agreement, please confirm ahead of usage.)

☐ Compare

Prices Paid

Solution Website

Contract



-1

Recommend



18F

Managed By: GSA

SSO

Providing user-centered design, built using agile methodology. 18F helps federal agencies adopt modern approaches to managing and delivering digital services. We're federal employees, like you. But we're also a team of designers, product ...

Fee:

Varies by task, please contact POC

Availability:

All DoD and Civilian Agencies

☐ Compare

Solution Website

T&Cs



2

Recommend



8(a) STARS II

Managed By: GSA

GWAC

This small business set-aside GWAC provides flexible access to customized IT solutions from a large, diverse pool of 8(a) industry partners.

Fee:

0.75%

Availability:

All DoD and Civilian Agencies

☐ Compare

Solution Website

Contract



6

Recommend



AbilityOne

Managed By: AO

MS

The AbilityOne Program is a Federal initiative to help people who are blind or have other significant disabilities find employment by working within a national network of over 600 Nonprofit Agencies that sell products and services to the ...

Fee:

Varies (embedded in catalog price)

Availability:

All DoD and Civilian Agencies

☐ Compare

Solution Website

T&Cs



4

Recommend



Administrative Resource Center for Financial Management Services

Fee:



Acquisition Gateway - Community

Acquisition Gateway

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MY COMMUNITY

[View All Community Activity](#)



Kelly Robinson

Program Analyst
General Services
Administration

My Connections

[Add People](#)



Andrea Azarcon Heller
General Services Adm...

[Unfollow](#)



Jamie Lindabury
General Services Adm...

[Unfollow](#)



Dan Kenny
General Services Adm...

[Unfollow](#)



Keil Todd



Community Activity

Have something to share?

Post a question or discussion topic in one of the community groups!

[+ Create New Topic](#)

« 1 2 3 4 5 6 7 8 9 10 » 25 50 100



dan.baskin@gsa.gov
General Services Administration

[Unfollow](#)

IT Hardware

New GSA Computers for Learning Guide - Reusing the Government's Resources

Thursday, April 21, 2016 - 14:42

Computers for Learning - Reusing the Government's Resources

Education is a national priority. Every child should be educated to his or her full potential. The Computers for Learning (CFL) program supports this goal by increasing access to technology. Transferring a computer to a school gives students the resources to succeed —

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General Services Administration

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New Data Center Optimization Initiative - What it Means to You

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- [Government-wide Category Management](#)
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- [Professional Services](#)
- [Security & Protection](#)
- [Small Package Delivery](#)
- [TechFAR Hub](#)

Acquisition Gateway - Statement of Work Library

Acquisition Gateway

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STATEMENT OF WORK

Enter search term... 

Filter By

Category

- ☐ Construction Related Services
- ☐ Facilities and Construction
- ☐ Facility Related Services
- ☐ Fire/Rescue/Safety/Environmental Protection Equipment
- ☐ Furniture
- ☐ Industrial Products and Services
- ☐ IT
- ☐ Legal Services
- ☐ Office Management
- ☐ Oils, Lubricants, and Waxes
- ☐ Professional Services
- ☐ Security and Protection
- ☐ Transportation and Logistics Services

Subcategory

Work Statement Type

- ☐ Performance Work Statement (PWS)
- ☐ Statement of Objectives (SOO)
- ☐ Statement of Work (SOW)

150 Results Found. [Reset](#) [Share](#)

« 1 2 3 4 5 6 » 25 50 100



Search Results

Application Services

Requires the contractor under the guidance of the Agency to provide software system services enterprise wide technical support, for the Agency IT Enterprise. The majority of this support will be provided in a sanctuary operation located at Government site. Some limited split based operation support will be required to support exercises/deployments to a field location in CONUS/OCNUS areas of responsibility (AORs). The sanctuary operations also provide reach back capability for deployment operations in various OCONUS locations. There may be a requirement to support initial exercise Area of Responsibility (AOR) for duration of up to two weeks to assist in Early Entry Command Post (EECP) setup activities.




Label:



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 -2
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SOW - Statement of Work

Schedule 70 SOW PWS Task Order Template




GSA Schedule 70 Taskorder Template

Label:



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 +1
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 Found this helpful

<https://hallways.cap.gsa.gov/app/#/sowl>

